

U.S. Army Corps of Engineers

#### Vision Conference

## Business Development and Customer Outreach

Northwestern Division



#### <u>Overview</u>

- Background
- Marketing Plan
- Implementation Schedule
- Questions



#### **Background**

- History
- Process
  - Evaluated Other MSC Plans
  - Developed NWD Process
  - Team from Districts and Division
  - Regional and Joint Meetings.



#### Marketing Plan

U.S. ARMY CORPS OF ENGINEERS NORTHWESTERN DIVISION



**Business Development and Customer Outreach Plan** 





#### Overview of Plan

- Foreword with BG Griffin Endorsement
- Executive Summary
- Introduction
- Situation Assessment of Programs
- Program Development Strategies
- Performance Measurements
- Annex A- Annex F



#### Plan Introduction

- Purpose
- Linkage to Outreach Initiatives
- Approach
  - Big Picture
  - Build Partnerships
  - Training
  - Build the Division & District Plans
  - Input & Approval from Leadership
  - Implement



#### Situation Assessment

- Programs Status
  - CW, SFO, FUSRAP, Rapid, HTRW, MILCON
  - Installation Support
- Roles and Responsibilities
  - District Marketing Coordinators
  - Division Marketing Coordinator
  - Marketing Team (District & Division Team)
- Who Markets Which Customers?



#### Program Development

- Grow Partnerships w/ Strategic Customers
- Develop Opportunities w/ Existing Customers
- Pursue Opportunities w/ Potential Customers
- Remove Challenges from Outreach Program



#### Performance Measurements

- Annual Marketing Plans
  - Formal Marketing Budget for District
  - Planned Customer Visits
  - Summarize Outcome of Past Customer Visits
  - Success Stories for District, Division & Corps
- Quarterly Report
- Division Report
  - Upward Report Implementation of Chief's Strategic Vision



#### Plan Annexes

- A Situation Assessment
- B Guidance on ER 5-1-10
- C Corps Capabilities
- D Definitions & Abbreviations
- E Customer Matrix
- F Marketing Coordinators



#### Rules for Success

- 1. Customer is always right!
- 2. The Corps of Engineers will do whatever the Customer requests as long as it is not illegal or immoral.
- 3.We will always try to do what makes good business sense.
- 4. We can always say no!
- 5.We will always be a good consultant to our Customer.
- 6. POC will depend on personal relationships with Customer, provided it is the right person (e.g. Honest Broker).



### Rules for Success

Location of Work and Local PM	<b>Customer Location</b>	Program Management (Where Work Is)
Work in District AOR	Customer in District AOR	Geographic District has sole responsibility unless Customer identifies preference.
Work in District AOR	Customer outside District AOR but inside Division AOR	Geographic District unless Customer has different preference.
Work in District AOR	Customer outside Division AOR.	Geographic District unless Customer has different preference.
Work outside District AOR	Customer inside Division	NWD Districts work out arrangement and notify Division.
Work outside District AOR	Customer outside District and Division AOR	Contact NWD to coordinate with other MSC/district prior to making any commitments or agreements.
Work outside Division AOR	Customer inside District AOR	Contact NWD to coordinate with other MSC/district prior to making any commitments or agreements

Area of Responsibility (AOR) defined in ER 5-1-10.



#### Customer Matrix

Customer	Regional Office	Budget	NWD	NWD	Remarks
	Location		District	Backup	
Dept of Agriculture					
Farm Service Agency					
	OR, WA, UT, MT		NWS		
	CO, MN, ND, SD IA, NB, WY, WI		NWO		
	KS, MO		NWK		
Natrl.Res.Cons.Serv.					
	Madison,WI		NWO		In coord w/ other MSC's
	Lincoln, NE		NWO		
	Sacramento, CA		NWS		In coord w/ SPD
Rural					
Utilities/Telecomm.					
Forest Service					
Pacific Northwest Region	Portland, OR		NWS		
Northern Region	Missoula, MT		NWS		
Intermountain Region	Ogden, UT		NWW		In coord w/ SPD
Rocky Mountain Region	Golden, CO		NWO		
Eastern Region	Milwaukee, WI		NWO		In coord w/ other MSC's



## Marketing Coordinators

		Phone Number:	Backup
Marketing	Name	Fax:	Name
Coordinator			Phone Number
		402.697.2622	
NWD	Dan Tosoni	402.697.2503	See Regional
	(Temporary)		Office
		503.808.3744	
Regional Office	Larry Anderson	503.808.3749	
		816.983.3366	Michael Bart
Kansas City District	Vince Bilardo	816.426.5509	816.983.3157
		402.221.7715	Doug Plack
Omaha District	Larry Woscyna	402.221.7838	402.221.7700
		503.808.4730	
Portland	Pat Obradovich	503.808.4736	
District	(Temporary)		
		206.764.4474	Corinne
Seattle District	Mark Ohlstrom	206.764.6518	Murphy
			206.764.6947
		509.527.7581	<b>Dennis Cannon</b>
Walla Walla District	Alden Foote	509.527.7810	509.527.7302



# Implementation Schedule

• Review & Comment Dec 19, 1997

• Approve Final Plan Jan 1, 1998

District's Implementation
 Plan
 Mar 1, 1998

• District Annual Plan Mar 1, 1998



## Questions?